

Plaintiffs' Exhibit 129

DVAAR: DV360 Profitability

May 9

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Agenda

- Team and process
- Summary of financial goals
- Progress against key initiatives
- Deep dive into Poirot

Team and process

Steady cadence working toward profitability improvements

Forum	Frequency	Objective	Members
Maguire Working Group	Weekly	Weekly sync on ongoing work with PM, Eng, gTech, Business Ops, Sales, Legal and Finance	Business Ops, PM (Alice Yu, Roshan Khan, Brent Besson), Sales, Legal, Finance, Eng (Felix Chang, Carl Burch), gTech
C-Squared	Biweekly	GBX delegated XFN forum addressing principles and items that impact more than a single deal (regional pricing, new feature launch, etc)	GPL, Sales, Finance, Compliance, Legal, PM, Accounting, Pricing
P&L Steering Group	Monthly	Senior level XFN alignment on key initiatives / decisions related to profitability	Sales, Product/Eng, gTech, Finance, Pricing, GPL
DVAAR	Quarterly	Accountability toward goals / key decisions / unblock obstacles	Suresh, Brad, Carlos + P&L Steering

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Poirot Pricing Options: Recommend single paid option for Poirot			Product
What	One free Poirot product (status quo)	Separate "basic" and premium Poirot models	Recommendation
	All advertisers can use Poirot at zero cost	Basic version of Poirot is free; advertisers can upgrade to a premium version	One premium Poirot product Advertisers must pay to use Poirot
	Wide adoption (good for AdX) Poirot shifts money away from dirty auctions, currently increases AdX revenue by 20%.	May be able to both get widespread adoption (good for AdX) and still charge some advertisers	Charging directly for what is probably our most valuable value-add for fixed CPM buyers
Pros			
Cons	Does not directly contribute to revenue; giving away most valuable product for free when competitors charge AdX shifts to first price, increase in AdX revenue should go away	Difference in performance between basic and premium version is likely to be very small; so there is very little incentive to upgrade to premium version	Lower Poirot adoption (however this matters less once AdX switches to 1P) We currently give away Poirot for free; advertisers may feel that AdX change "forces" them to pay

<https://docs.google.com/spreadsheets/d/1ruPZKssfisNxdXiaJODgqtuvoWjGy0KuZdITvjEU3ME/edit#gid=0>

Seeking guidance for other pricing considerations

Product

Charging Models

Option 1:
Charge % savings/ surplus at impression level
Example: Poirot produces \$1 surplus on an auction; Google retains 20%, and advertiser sees \$0.80 surplus.
Pros: aligns with pricing principles, consistent with competitive pricing

Option 2:
Fixed incremental platform fee
Example: 10% (base rate) + 4% (poirot) = 14% base rate
Pros: Simple, doesn't require performance transparency

Autobidding

Option 1: **[Recommendation] No autobidding fee.**
Autobidding adoption is advantageous to Google as it reduces service cost, creates stickiness, and has beneficial mix shift. Need to close potential auto-bidding as fixed-bidding loophole.

Option 2: **Auto bidding fee**
Charge the Poirot fee on Autobidding as well. This would be a defacto rate card increase unless a client opt to use non-poirot fixed bidding.

Commercial Timeline

1. Legal guidance is to allow for minimum 30 days notice (recommended 90 days) before changing pricing.
2. Legal guidance is to require a customer **opt-in** to new pricing.
3. Commercial guidance is to avoid launching at *same time* as AdX first price auction changes, to avoid appearance of collusion.
4. **Recommendation:** (After AdX move to 1st pricing in July) announce in September that we will start charging for Poirot in 2020

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<https://docs.google.com/spreadsheets/d/1ruPZKssfisNxdXiaJODgqtuvoWjGy0KuZdITvjEU3ME/edit#gid=0>